

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

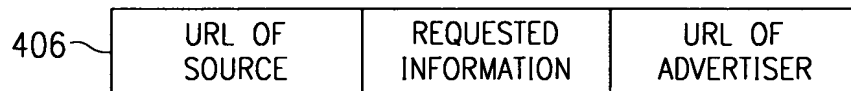


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

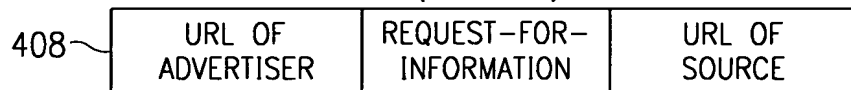


FIG. 4e

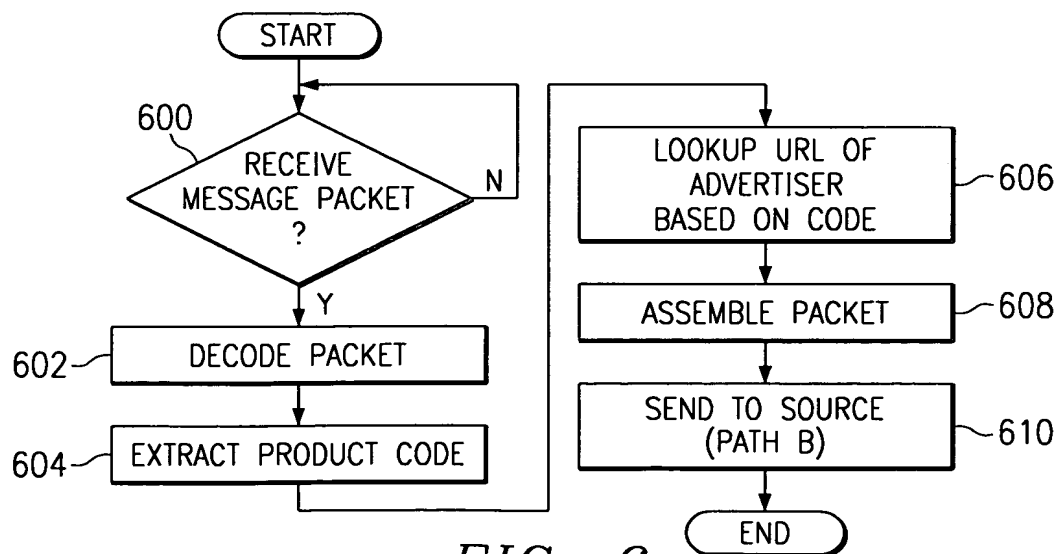


FIG. 6

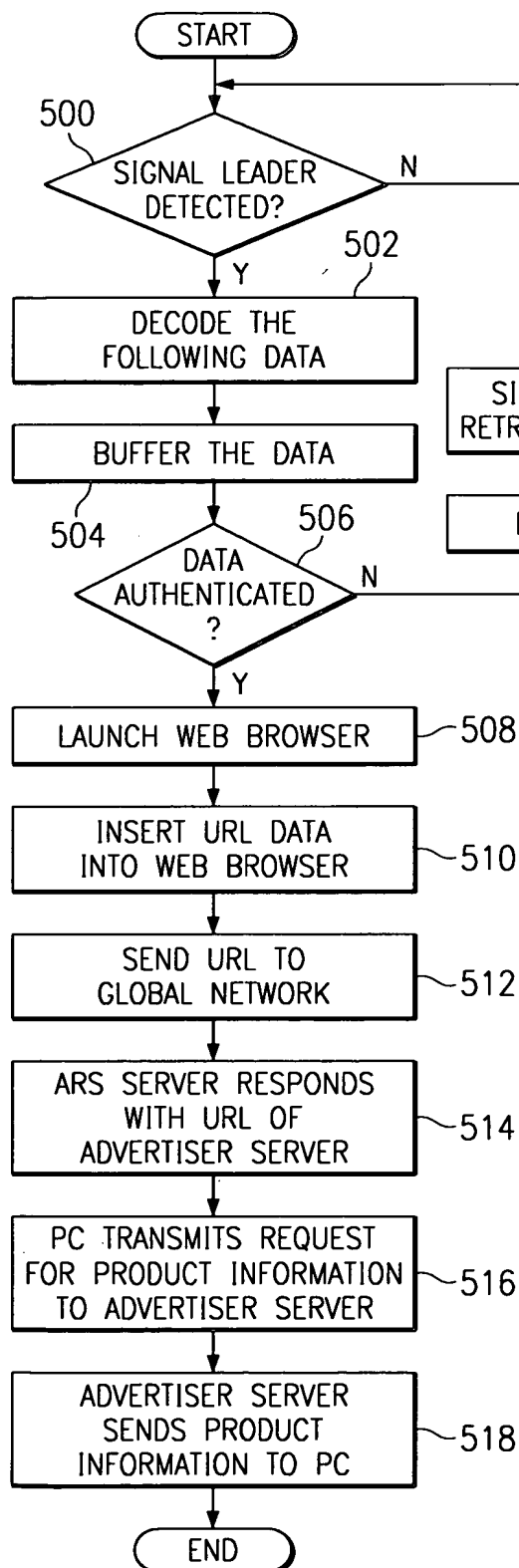


FIG. 5

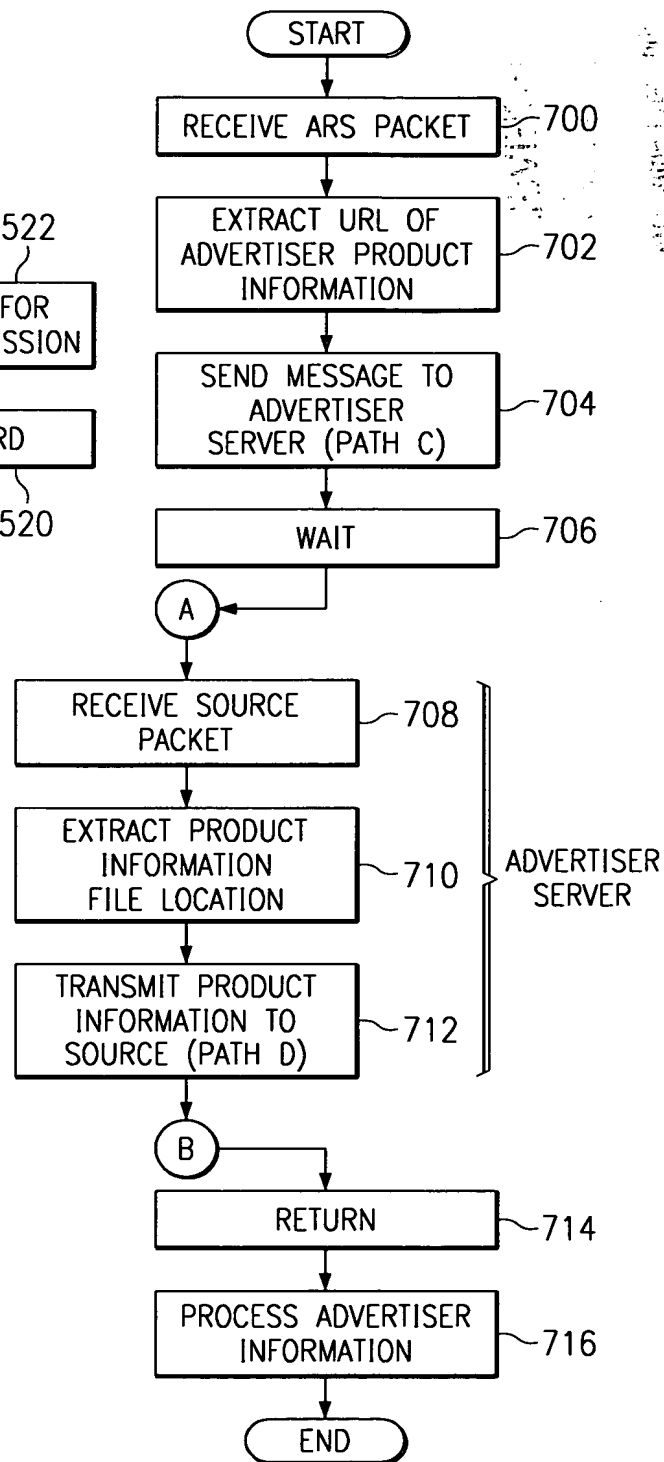
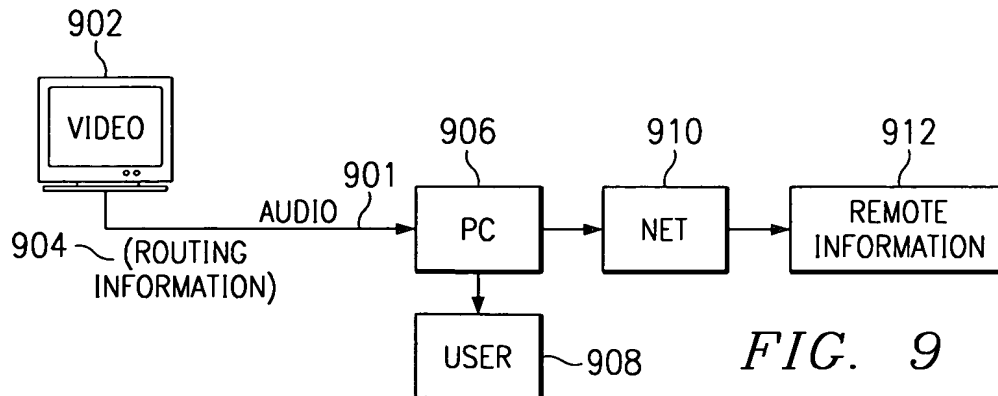
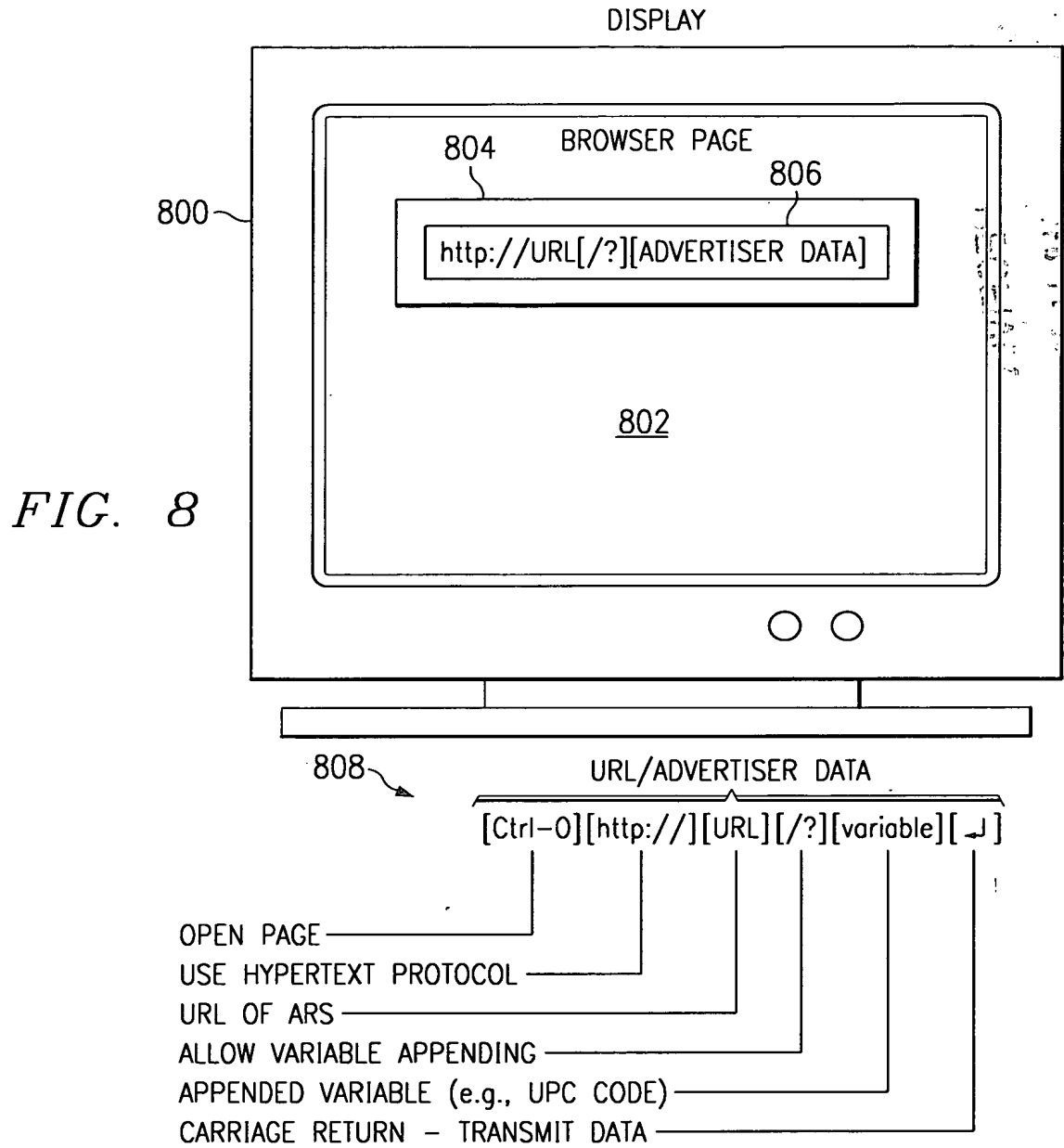
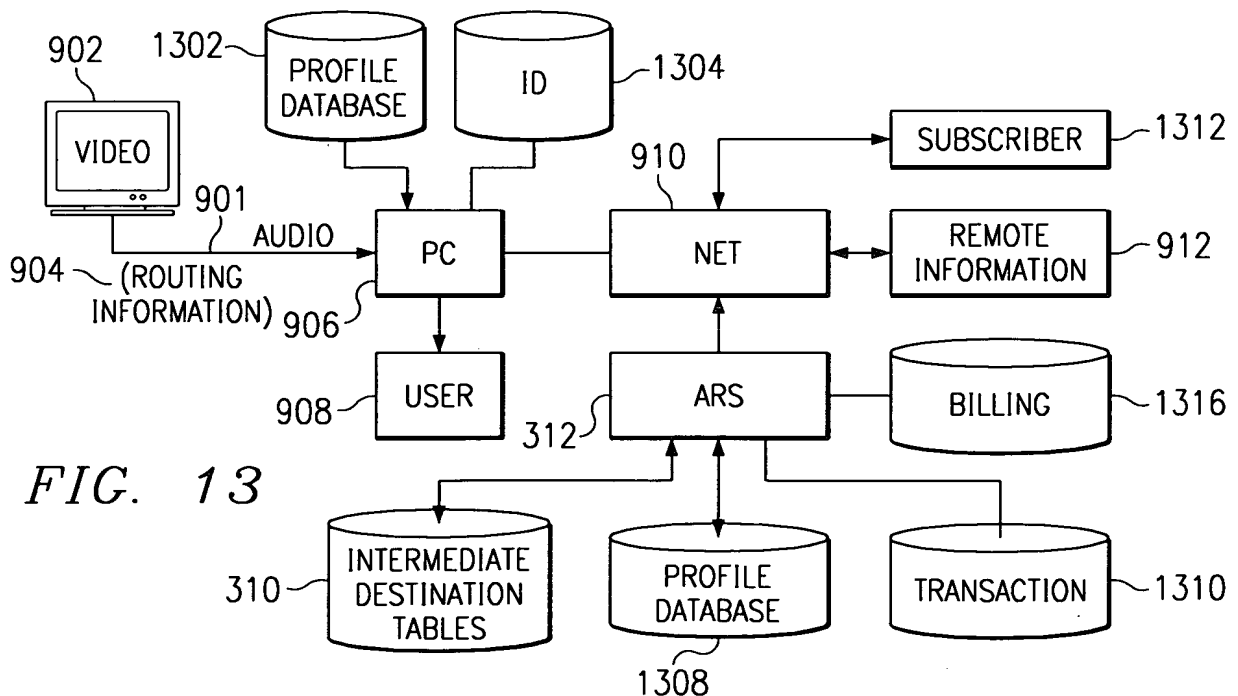
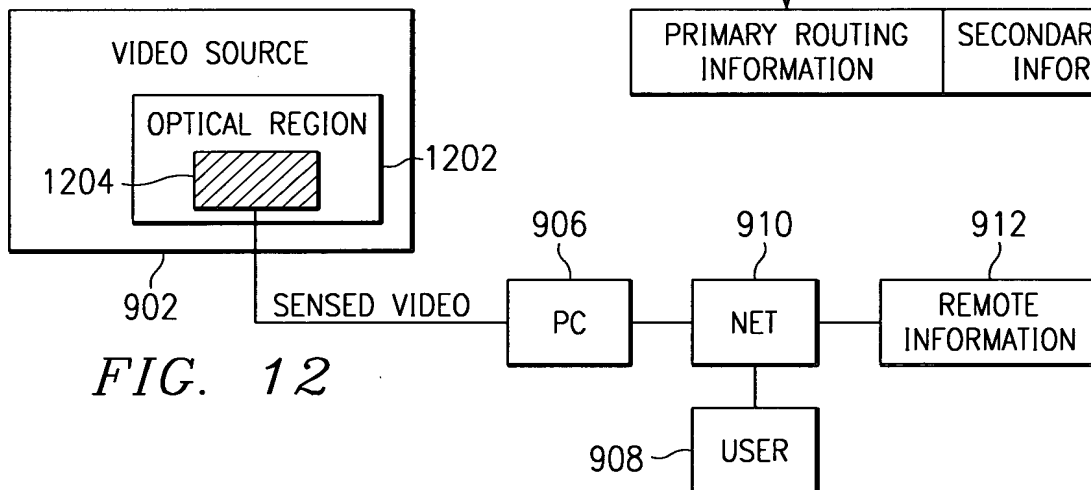
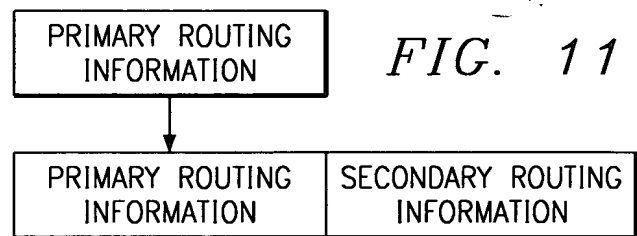
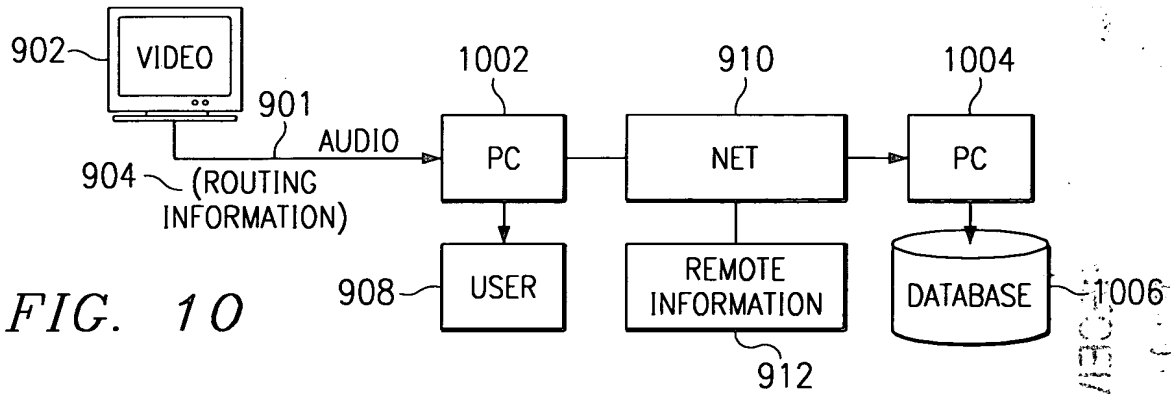


FIG. 7





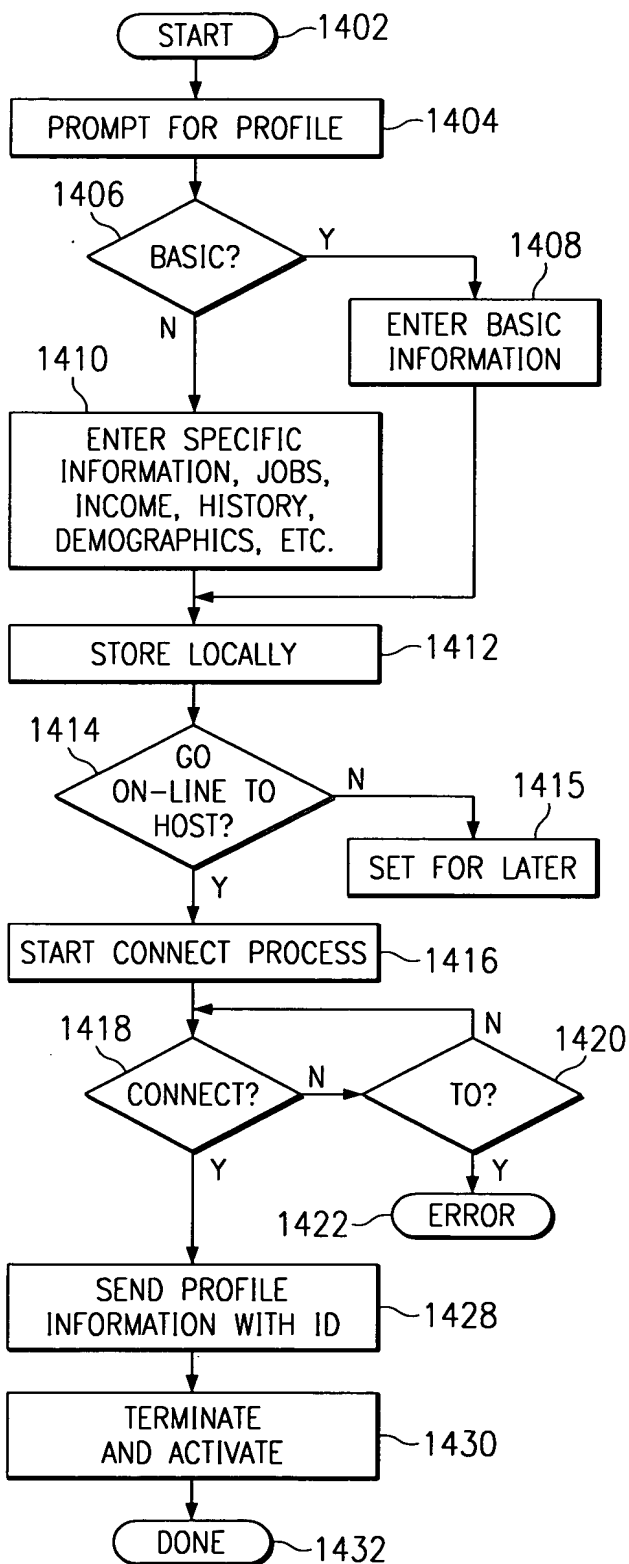


FIG. 14

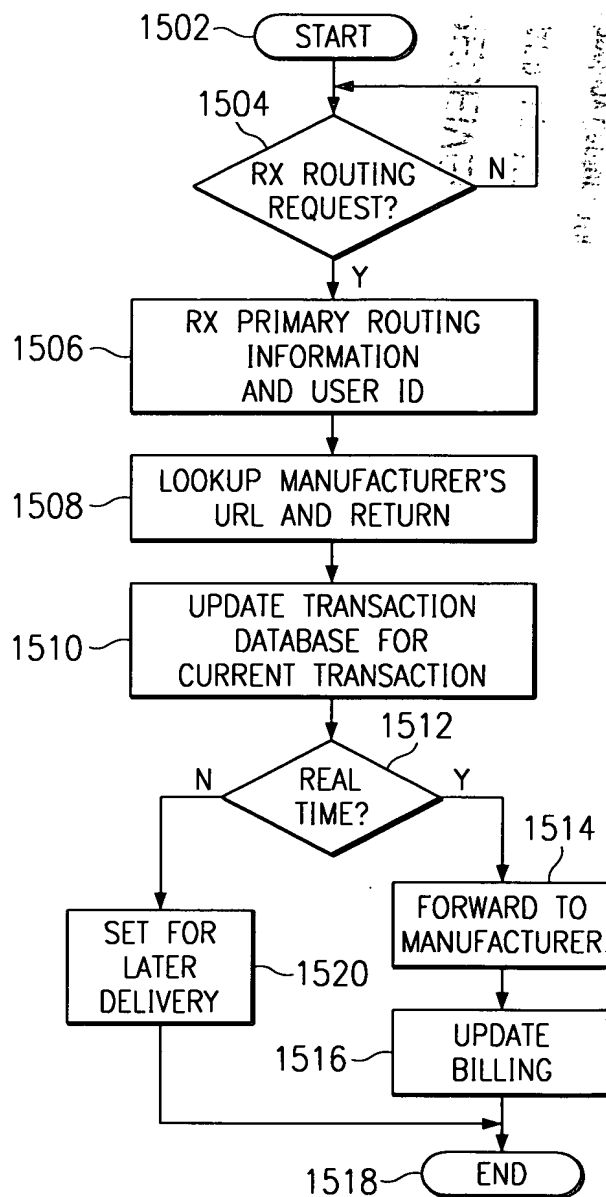


FIG. 15

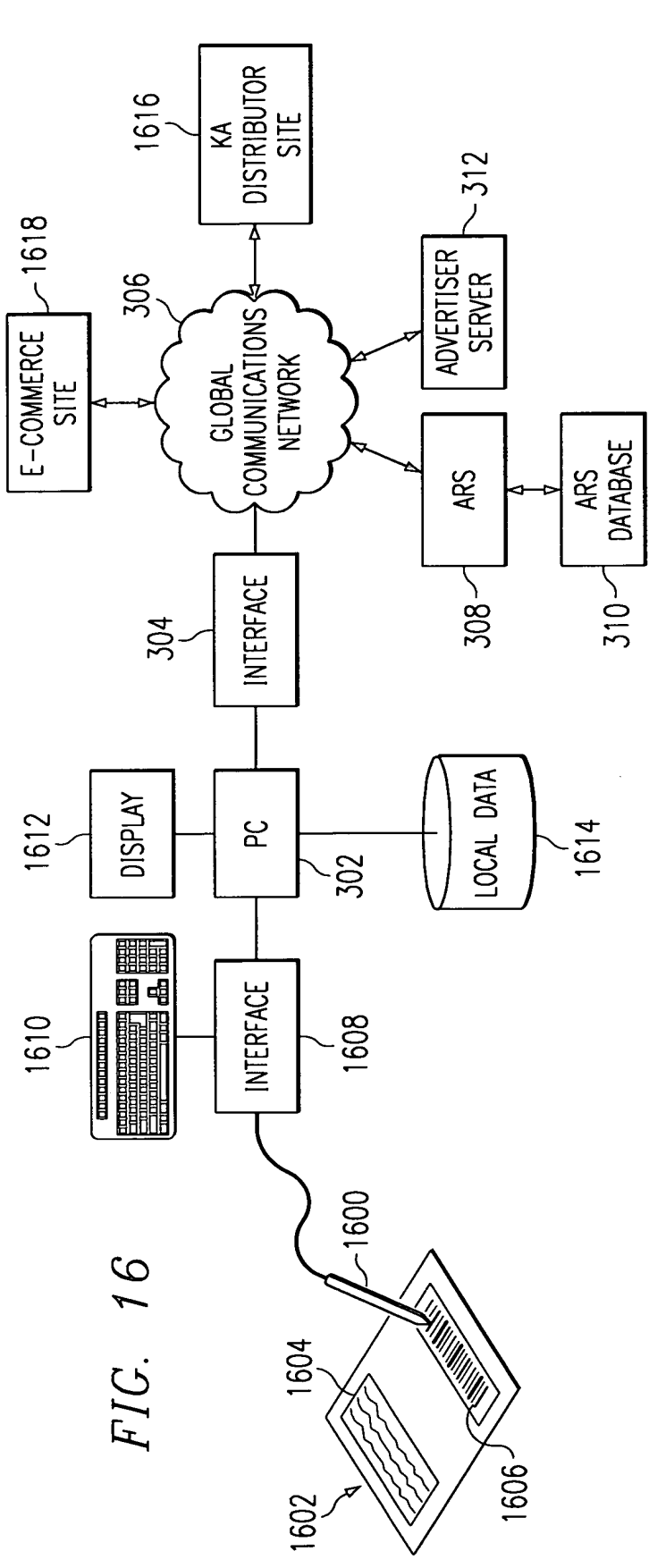


FIG. 16

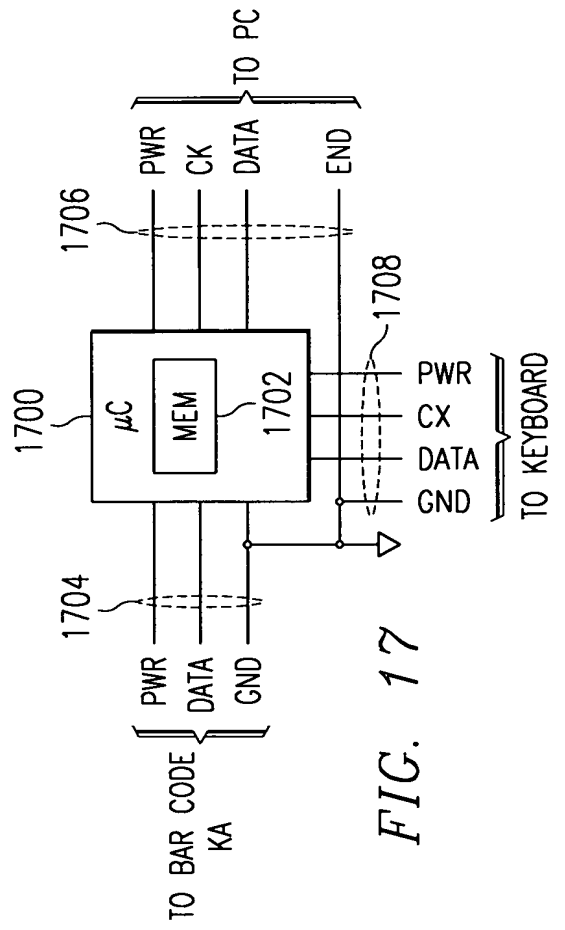


FIG. 17

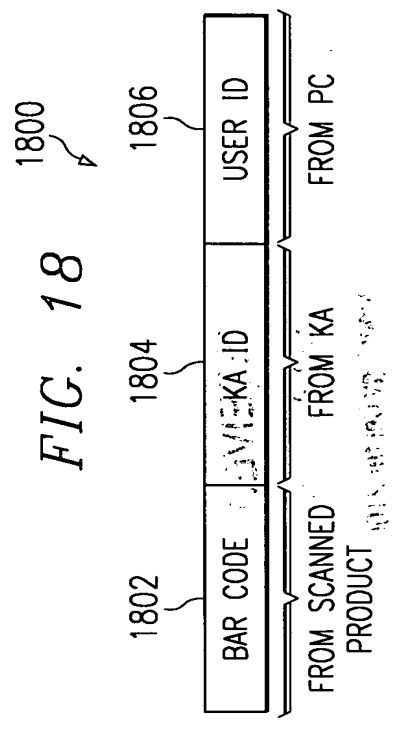


FIG. 18

FIG. 19

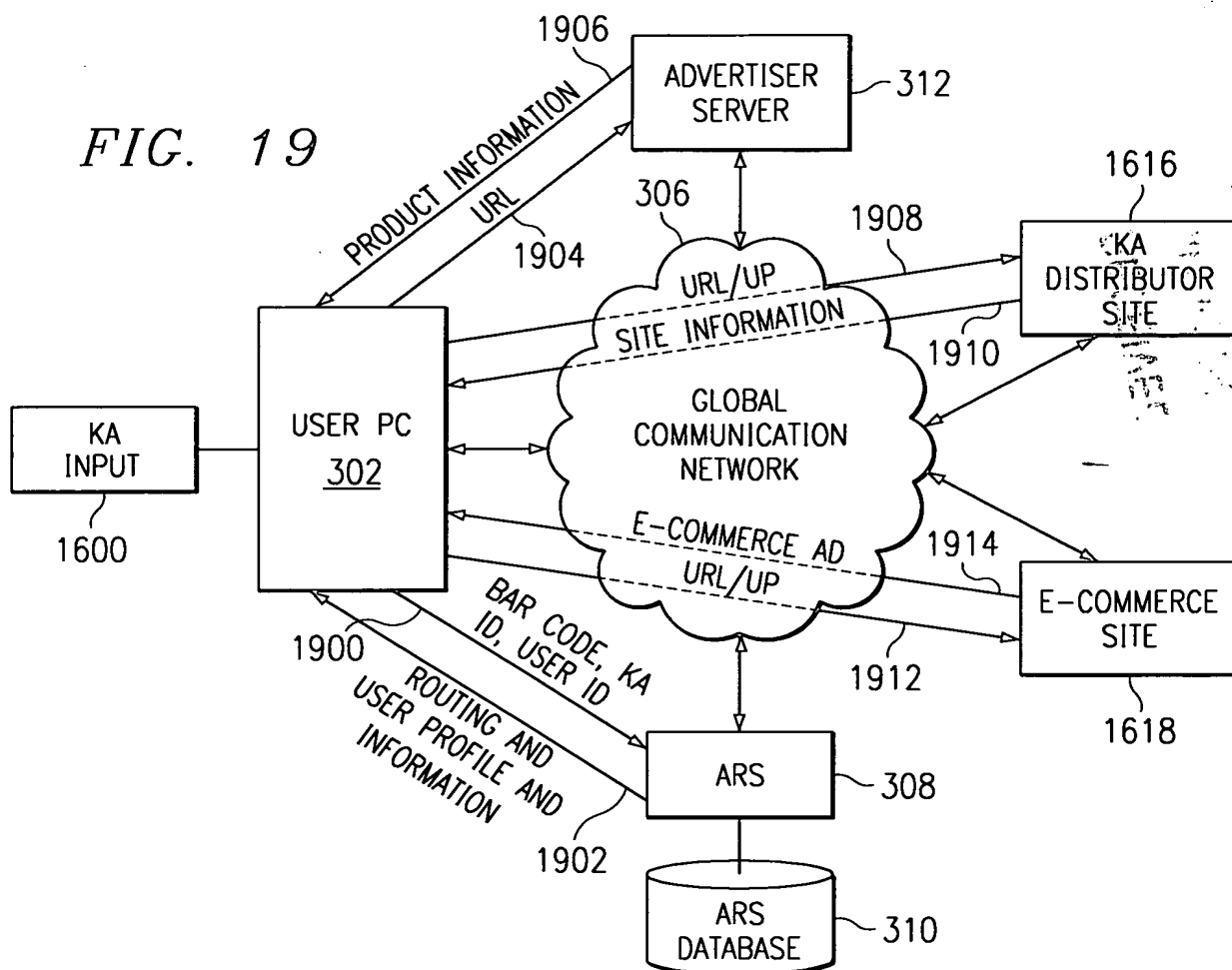


FIG. 20

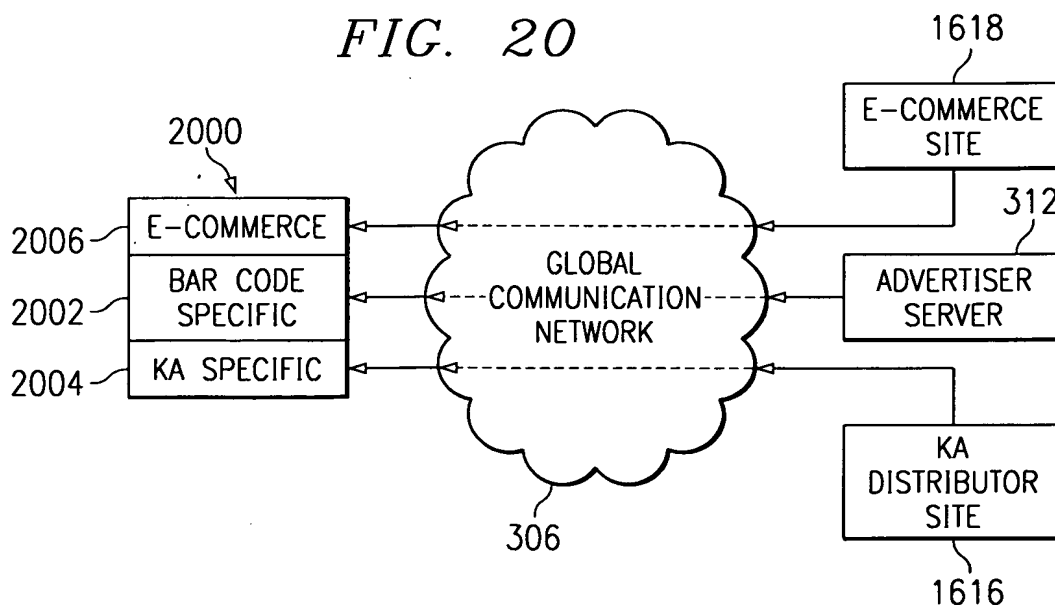


FIG. 21

2102		2104		2106	2108	
PRODUCT		KA		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

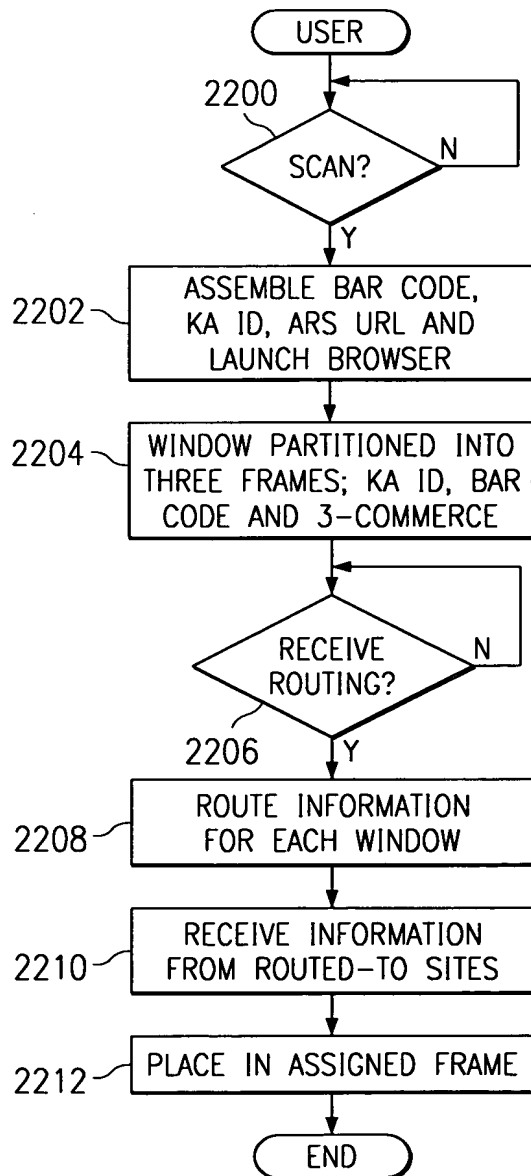


FIG. 23

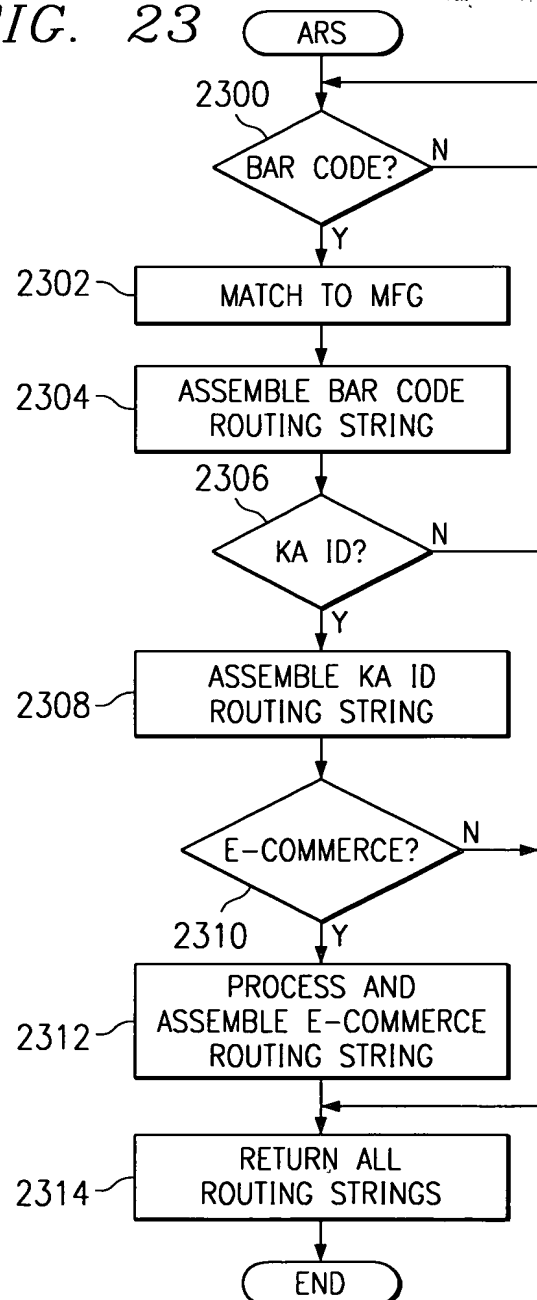


FIG. 24

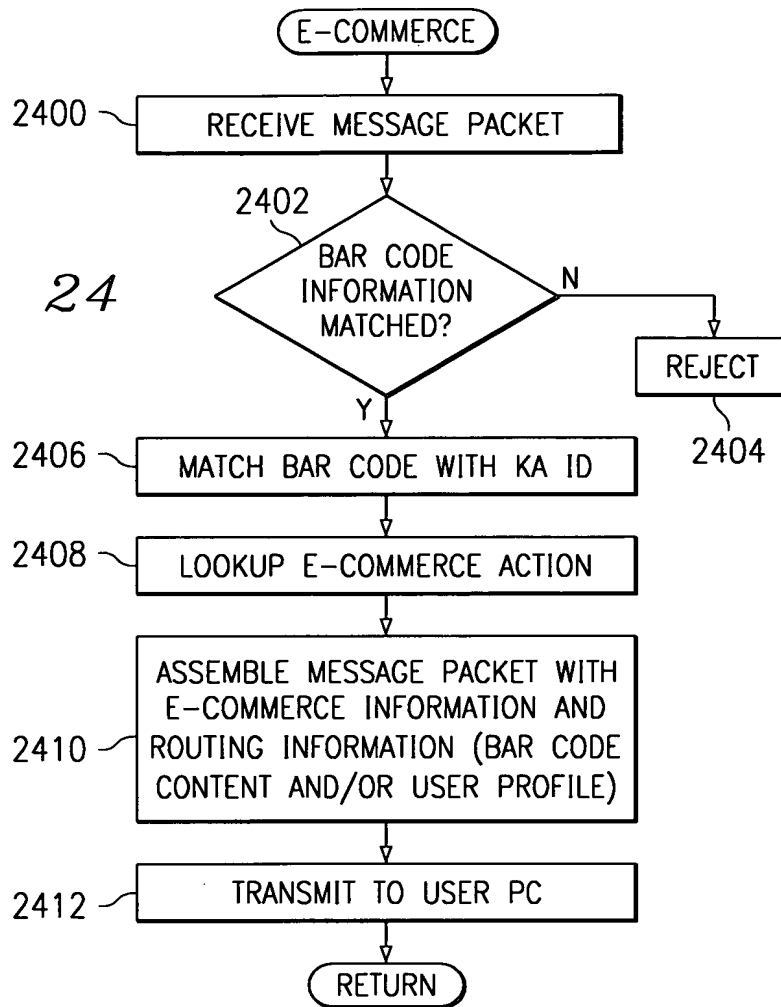


FIG. 25

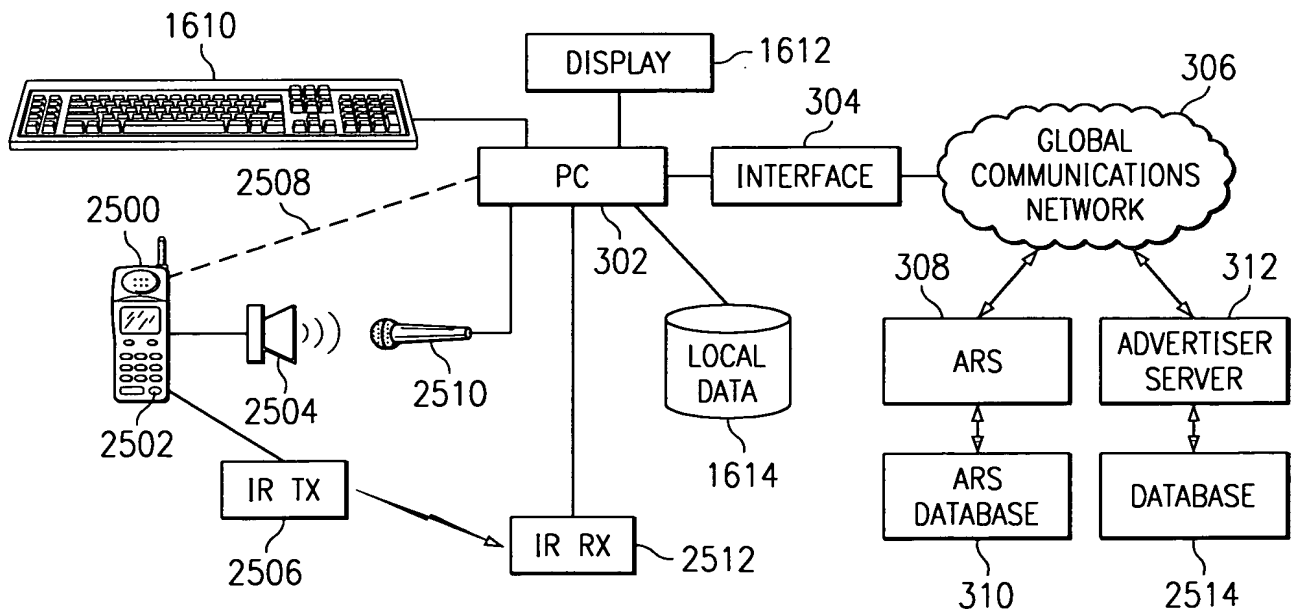
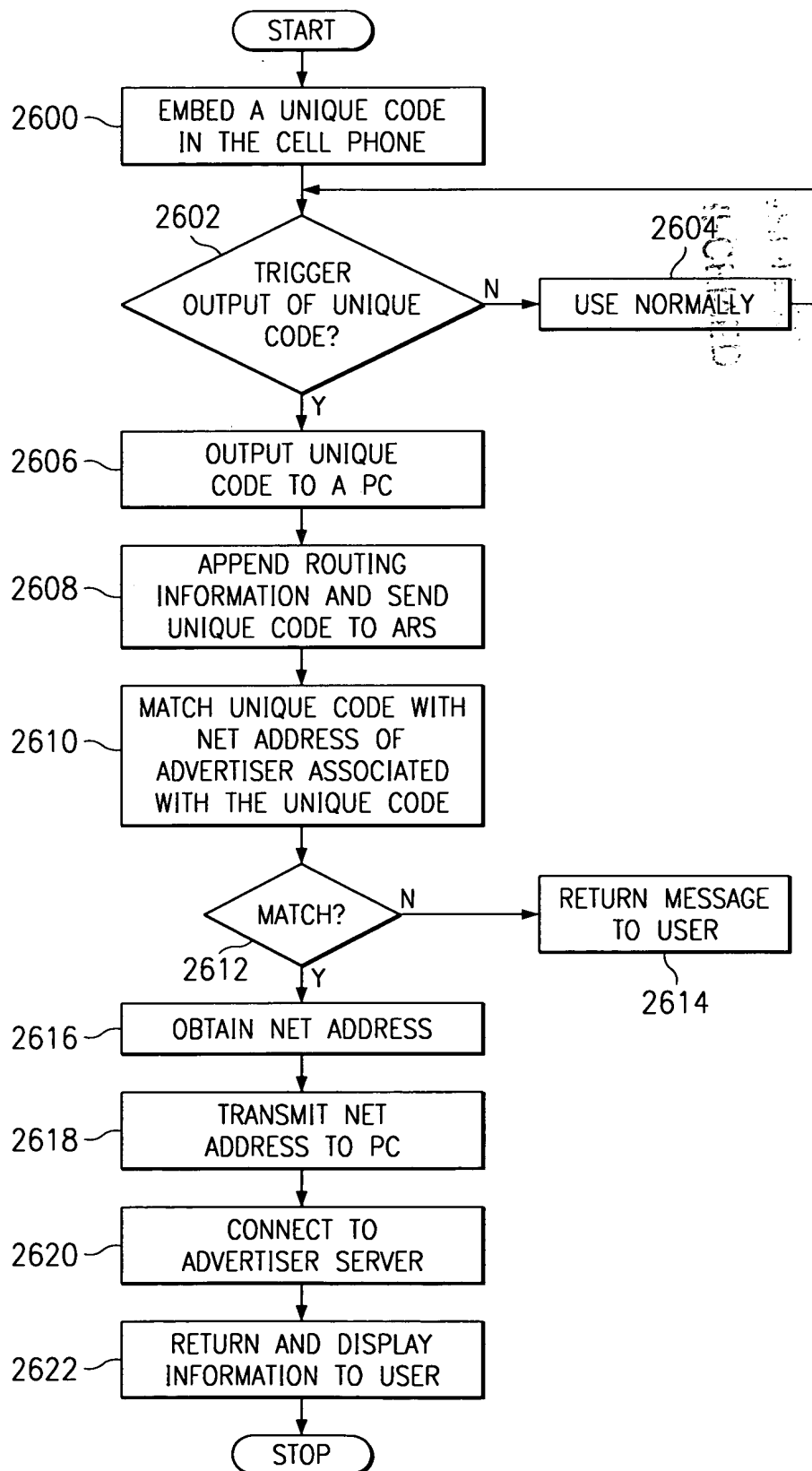


FIG. 26



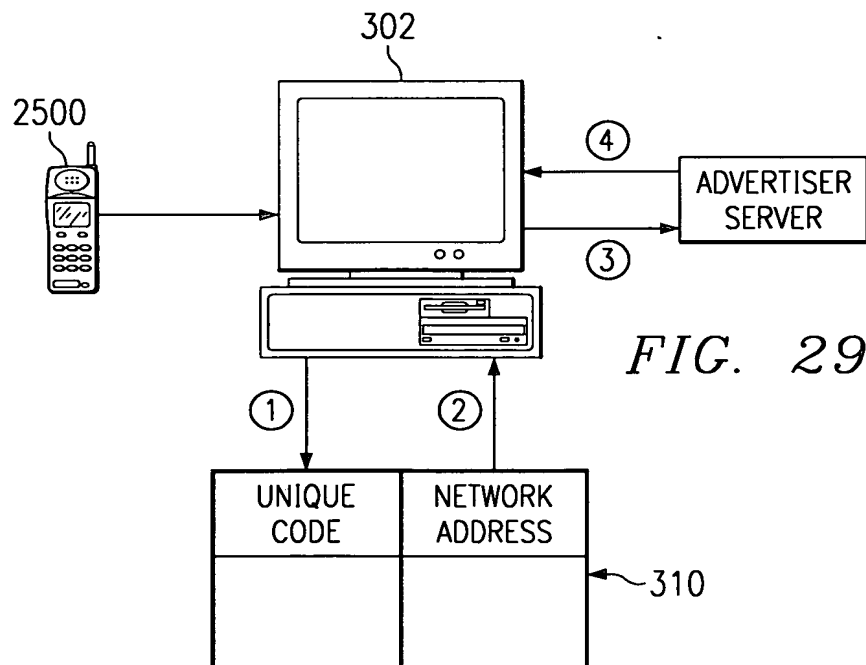
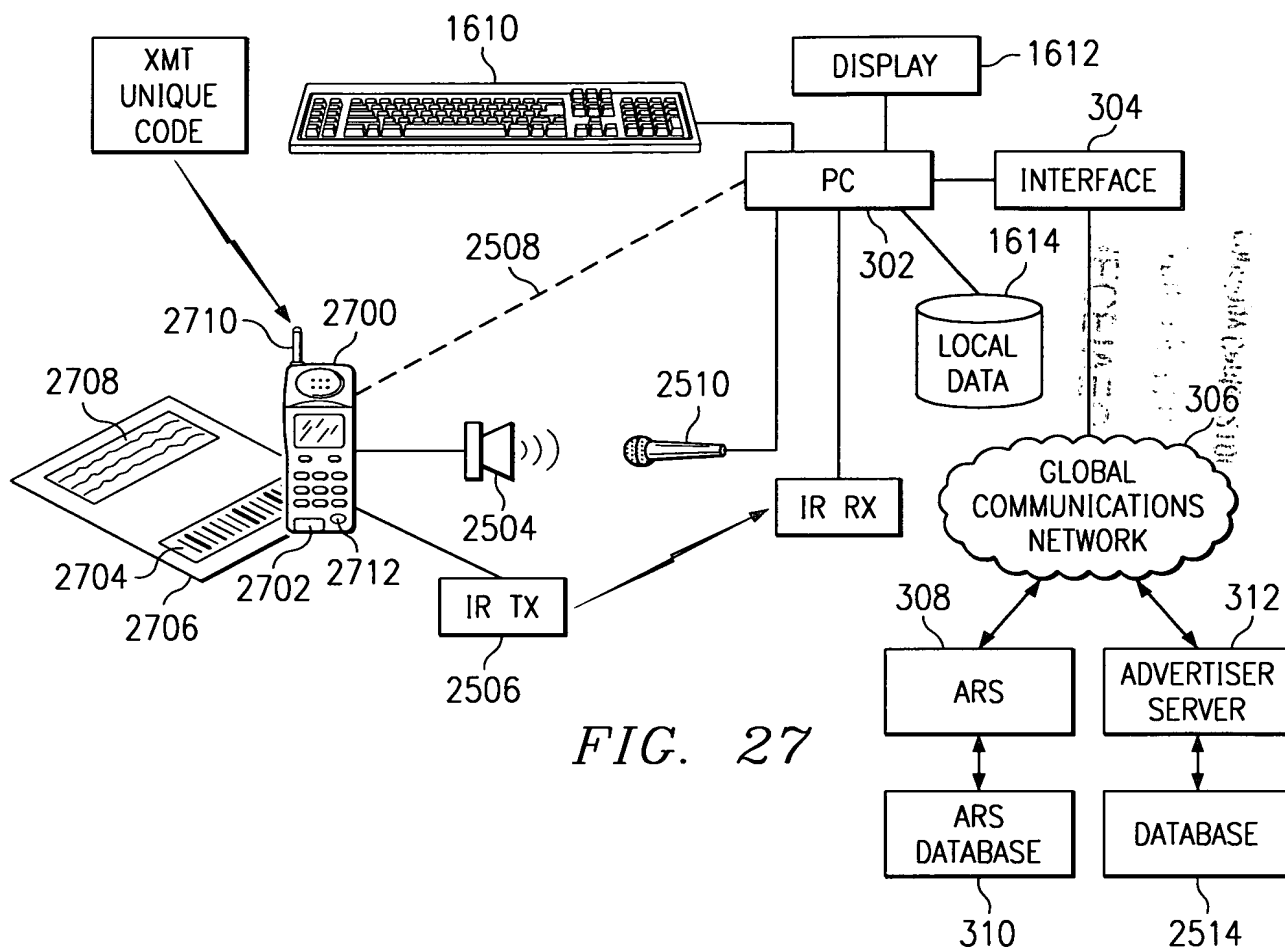
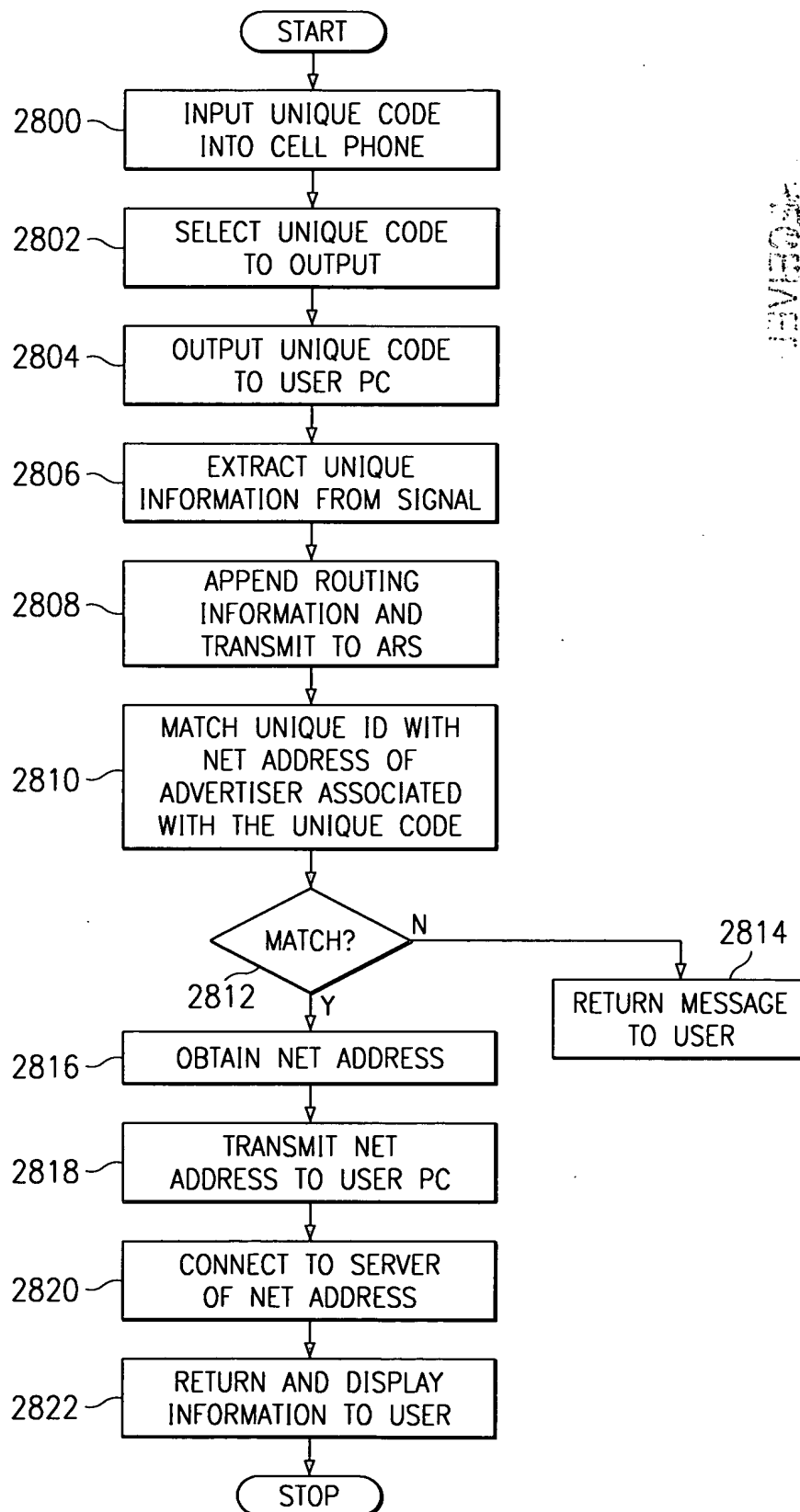


FIG. 28



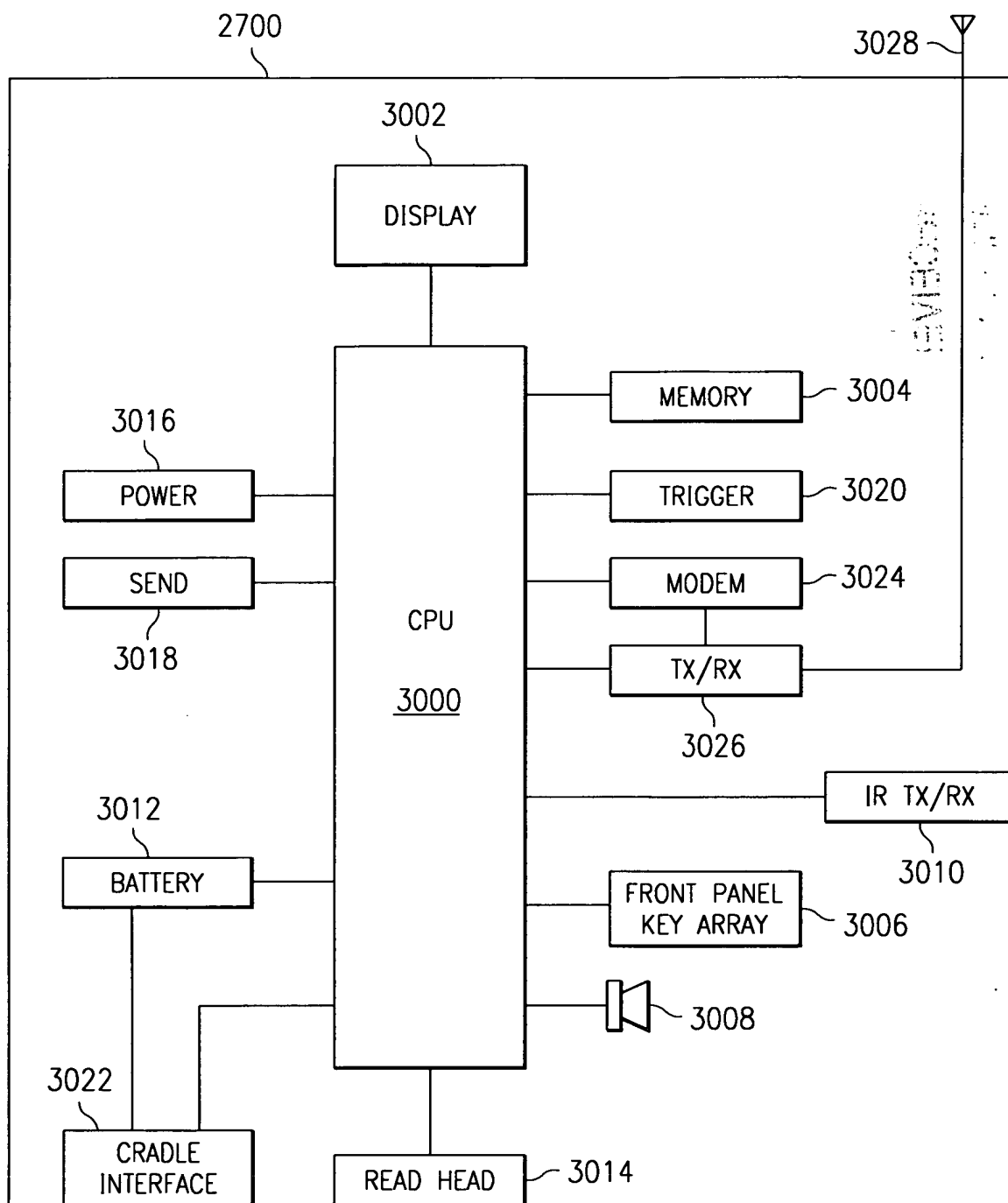


FIG. 30